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NYC PREMIERE OF EARTH FROM ABOVE EXHIBIT SET FOR 2010

www.earthfromaboveusa.com

New York, NY (March 31, 2009) – The New York City premiere of Earth From Above, an outdoor exhibition of photographs by renowned photographer and environmentalist Yann Arthus-Bertrand, will be held in 2010.

Originally planned for the spring of 2009, organizers said the event would be postponed until 2010 in order to ensure that the free, eight-week exhibition is produced with broad sponsorship and support. Today's economic climate made it difficult to ensure a successful 2009 exhibition, organizers explained.

Organizers remain focused on planning for the 2010 exhibition, rolling out EarthFromAboveUSA.com, an online global citizenship community where users come together to access our collective human resource to create a better planet, and increasing efforts to support the June 5, 2009 worldwide premiere of HOME, a feature documentary inspired by Earth From Above, narrated by Glenn Close and produced by Luc Besson. For more information on HOME, visit <http://earthfromaboveusa.com/yann/home.html>.

Since its 2000 premiere in Paris, Earth From Above has inspired more than 130 million people in over 120 cities throughout the world, including London, Tokyo, Beirut, Sydney, Mexico City, and Reykjavik. Born from Arthus-Bertrand's book, *Earth From Above*, which has sold more than 3 million copies in over 21 languages worldwide, the exhibit is recognized as one of the most influential environmental art events of the 21st century.

The exhibition was created by Arthus-Bertrand both to illuminate Earth's beauty and fragility, and inspire audiences to care for the planet and its resources. Its centerpiece is over 150 4-ft. by 6-ft. aerial photographs that capture the planet in astonishing, unexpected and often abstract ways. Each photo is accompanied by captions that link the image to the environmental and social issues at stake.

Organizers said the dates for the Earth From Exhibition in 2010 would be announced later this year.

About Earth From Above

Earth From Above is a platform for people who want to move the world toward a sustainable future. As a brand, Earth From Above includes experiences and content for the growing community of consumers, businesses, educational institutions, non-profits, and municipalities committed to reaching this shared goal.

Originally underwritten by the United Nations Educational, Scientific and Cultural Organization (UNESCO), Earth From Above, the live event, is a large-scale, public art exhibition born from *Earth From Above*, Yann Arthus-Bertrand's best-selling, illustrated coffee table book. Worldwide, *Earth From Above* airs as a TV series, and can be found as a layer on the Google Earth™ mapping service. In 2009, Picture Earth will roll out EarthFromAboveUSA.com, an online global citizenship community where users come together to access our collective human resource to create a better planet. HOME, a feature documentary inspired by Earth From Above, produced by Luc Besson and financed by Francois Pinault, will premiere worldwide on June 5, 2009.

About Picture Earth

Empowering people, loving planet, picture earth. Picture Earth LLC is an eco-experiential and media company co-founded by Chantal Buard and Sivan Schlecter in 2006 to launch Earth From Above, Yann Arthus-Bertrand's global call-to-action for sustainability, with the American public. Picture Earth LLC educational products include Earth From Above live events, such as the critically acclaimed, public art exhibition, EarthFromAboveUSA.com an online global community and resource focused on how our collective human resource is our most valuable environmental one, video content, and an educational poster kit program. Picture Earth partners with Matter of Trust, Inc., a 501(c)(3) public charity and fiscal agent. Contribution checks should be made out to Matter of Trust, with Earth From Above USA in the memo, and will help fund future exhibitions nationwide. For more information about sponsorship and underwriting, visit <http://www.earthfromaboveusa.com>